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Application No. 10/003,471  
Amendment Dated: February 22, 2008  
Response to Final Office Action of November 7, 2007  
Attorney Docket No.: C063

**Amendments to the Claims:**

This listing of the claims will replace all prior versions and listings of claims in the application:

**Listing of Claims**

Cancel claims 1-18.

19. (new) A method of attracting visitors to a college-related web site, comprising:  
providing a form on the web site for use in nominating a college student or prospective college student for potential receipt of a scholarship;  
providing a form on the web site through which a nominee or a member of the general public may cast a vote for one or more nominees;  
at the end of a given period, announcing a scholarship winner or scholarship winners from among the nominees according to either a) the number of votes cast by nominees for those winners, or b) the number of votes cast by nominees and the general public for those winners.
20. (new) The method of claim 19 in which announcing a scholarship winner or scholarship winners includes announcing that the nominee with the greatest number of votes wins a scholarship.
21. (new) The method of claim 19 further comprising, after a nominee wins a scholarship, removing the nominee from eligibility for additional scholarships for a specified period.
22. (new) The method of claim 19 in which votes cast expire after a predetermined period and are then not counted towards determining the scholarship winner or winners.
23. (new) The method of claim 19 further comprising making a payment to a college in which the scholarship winner or scholarship winners is either enrolled or expects to be enrolled.
24. (new) The method of claim 19 in which announcing a scholarship winner or scholarship winners includes announcing a scholarship winner or scholarship winners after a nominee has earned a prespecified number of votes.

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25. (new) The method of claim 19 in which providing a form on the web site for use in nominating a college student or prospective college student for potential receipt of a scholarship includes providing a form on the web site through which a college student or prospective college student may nominate himself or herself.

26. (new) The method of claim 19 further comprising making available a web page for viewing the current status of the scholarship competition.

27. (new) The method of claim 19 in which providing a form on the web site through which a nominee or a member of the general public may cast a vote for one or more nominees includes providing a form through which a college student or prospective college student may cast a vote for himself or herself.

28. (new) The method of claim 19 in which providing a form on the web site through which a nominee or a member of the general public may cast a vote for one or more nominees includes providing a form on the web site that does not identify nominees to the general public.

29. (new) The method of claim 19 in which providing a form on the web site through which a nominee or a member of the general public may cast a vote for one or more nominees includes allowing a voter to vote only once for each nominee.